

# eMEDIA PRODUCTION SPECIFICATIONS

## >> WEB ADVERTISING POSITIONS AND SPECIFICATIONS:

728 x 90 pixels – (Leaderboards, top and bottom)  
300 x 250 pixels – (Medium Rectangles, top and bottom)  
300 x 100 pixels – (3:1 Rectangle)  
88 x 31 pixels (Logo)

### MAXIMUM FILE SIZE: (STATIC OR RICH MEDIA AD)

728 x 90: 35k  
300 x 250: 35k  
300 x 100: 20k  
88 x 31: 10k

### PRINTER FRIENDLY SPONSORSHIP:

88 x 31 logo, 10k max file size, static .gif or .jpg  
OR  
728 x 90 Leaderboard, 35k max file size, static .gif or .jpg

### RSS SPONSORSHIP:

88 x 31 logo, 10k max file size, static .gif or .jpg  
RSS Sponsorship includes an optional text ad in the feed. Max number of words is approximately 25.

### FILE FORMATS:

FLASH (.SWF)  
GIF (Static or Animated)  
JPG  
HTML

### APPROVED THIRD PARTY VENDORS:

Bluestreak, DoubleClick, DART Motif, Eyeblander, Point.Roll, Unicast In-Page Enliven, Viewpoint, Eyewonder, Interpolls, Klipmart, Atlas and Shoshkele.

### RICH MEDIA OPTIONS:

Expandable, Out-of-banner, Floating, Audio and Video, In-Banner Streaming and Transitional.

### FLASH AD REQUIREMENTS:

Please publish your .SWF file as Flash 8 or below.

### RICH MEDIA FILE REQUIREMENTS

- Backup .gifs must be submitted
- 15 seconds max animation length
- Maximum of 3 loops (animation must stop after the 3rd loop)
- Frame rate must be no more than 18fps
- Initial file size must not exceed 35k
- Audio must be user initiated (On click)
- All animation/audio must contain Play/Stop controls
- Expandable ads must include a Closing "X" button
- The top-most layer must be a transparent button layer containing a clickTAG variable.

Please use the following code exactly as written.

```
on(release)
{
  getURL(_root.clickTAG,"_blank");
}
```

**Note:** You do NOT need to embed the click URL for your ad in the SWF. It will be inserted by our ad server.

### CANCELLATIONS

All cancellations must be made in writing to your advertising representative 30 days prior to scheduled ad/program. Cancellations made in less than 30 days may require full payment.

## >> eNEWSLETTER ADVERTISING POSITIONS AND SPECIFICATIONS:

### Leaderboard:

Size: 728 x 90 pixels  
Static .gif or .jpg,  
15k file size (max),  
alt text=100 words, company URL

### Text Ad:

Logo Size: 88 x 31 pixels  
35-40 words, company URL  
Static .gif or .jpg,  
15k file size (max)

### Medium Rectangle:

Size: 300 x 250 pixels  
Static .gif or .jpg,  
15k file size (max),  
alt text=100 words, company URL

The screenshot shows an eNewsletter layout for Tech Decisions. At the top, there is a header with the Tech Decisions logo and 'eNews'. Below the header is a navigation bar with the date 'April 1, 2010' and a 'Subscribe to Tech Decisions magazine & e-newsletters' link. The main content area features several sections: 'Virtual Viewpoint' with an article about insurance carriers, 'Industry News' with a list of headlines, 'Podcasts' with a link to 'Carriers and Agents Connecting Online', 'Web Seminars' with a link to 'Clear the Way for Improved Claims Handling and Customer Service', and 'Industry Calendar' with a link to 'Sponsored By Aon e Solutions and Tech Decisions RIMS 2010'. At the bottom, there is a 'Tech PR Ticker' with a list of headlines and a 'Solution Partners' section with a link to 'Predictive Analytics Delivers Benefits for Insurers of All Sizes'. Three green arrows point from the text specifications above to specific ad positions in the newsletter: one points to the top banner area, one points to the 'Virtual Viewpoint' article area, and one points to the 'Tech PR Ticker' area.